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RENAISSANCE

NEWS UPDATE NEWS UPDATE NEWS UPDATE

Quick Start Program Helps Business Owners Fix Buildings

Under the Quick Start Program, qualified applicants will be reimbursed up to \$50,000 toward the cost of rehabilitating older buildings in the city's Redevelopment Areas to bring them up to current building and fire code standards. Applicants will be reimbursed for costs associated with code compliance, infrastructure issues such as utility and structural upgrades and review fees in the city's two redevelopment areas. Matching funds from the business are required at a 4-to-1, private-to-public ratio.

Previously, a developer or tenant was responsible for covering most, if not all, the costs to bring a building up to current building codes. This large expense can be an impediment to the development of existing structures in the redevelopment areas, many of which have not been improved for 10 to 40 years, and which need extensive work to bring them up to code. The city's program attempts to address this issue by encouraging the rehabilitation of older commercial buildings through incentives, which will enhance the physical appearance of the redevelopment areas and improve the overall economic viability of the city.

For an application form and more info, visit <http://www.lvrda.org/quickstart-programs.php>



Downtown Parking Assistance Offered With New App

The city of Las Vegas has launched an app for iPhone users who need assistance locating parking downtown or who want to report a neighborhood problem. The new app, **City of Las Vegas Mobile**, is available for free at the App Store.

The app includes a parking link that will show a map of city-operated public parking areas as well as the number of spaces, rates and hours of operation. The app will also provide driving directions to city parking.

Citizens can also report on or check the status of any problem within the Las Vegas city limits, such as graffiti, a pothole, out of service streetlight, etc. The app can be accessed while people are out in the community and see a problem. The alerts are received in real time by crews in the field. This means that when a resident sends a problem notification, these crews receive the notice and respond accordingly.

The new app complements the city's mobile website, m.lasvegasnevada.gov, which also allows citizens to report a problem within the city of Las Vegas via their mobile phones. This site, launched in 2010, is compatible with any mobile phone that has web browsing capability. No application needs to be downloaded.

Free Business-Related Legal Seminars Offered

A series of seven complimentary seminars, designed to help owners/operators handle business-related legal issues with more confidence, will be held early March through mid-April. These seminars are being presented by attorneys with **Lionel Sawyer & Collins** and co-sponsored by the city's Economic and Urban Development Department. All seminars will be held

at the Historic Fifth Street School in downtown Las Vegas on Tuesday mornings. These seminars are free, but reservations for each individual seminar must be made in advance by either calling **702.229.6862** or emailing dmharris@lasvegasnevada.gov.

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Free Seminars, continued...



Topics to be covered:

March 5: Negotiating Contracts

March 12: Business Formation
& Tax Laws

March 19: Small Claims Court

March 26: Trademarks, Trade
Names, Service
Marks & E-commerce

April 2: Zoning & Business
Licensing

April 9: Labor & Employment

April 16: Trusts & Estate
Planning



2012 Truly “Year of Downtown”

Years of downtown Las Vegas revitalization efforts came to fruition in 2012, including the opening of major downtown catalysts such as The Smith Center for the Performing Arts. In addition, we successfully began getting the word out that downtown is evolving, once again becoming a happening place to be.

Downtown promotional efforts by the city's **Economic and Urban Development Department** resulted in the following for the past year:

- \$2 million in free positive publicity (advertising value).
- Positive publicity for at least 75 downtown businesses; most would not have been able to afford public relations assistance on their own.
- \$365,332 in added-value donations from individuals and businesses.
- A 1:8 rate of return on our campaign budget.
- Increased readership of our monthly e-newsletter to 9,300 subscribers from 6,000 in 2011 and 1,500 in 2010.
- Over 11,700 views of *The Year of Downtown* video we produced.

REDISCOVER DOWNTOWN



Aldene Kline Barlow Senior Apartments

Easier Living Offered To Area Senior Citizens

Lower income seniors now have another option for affordable living at the **Aldene Kline Barlow Senior Apartments**. A dedication ceremony for these apartments, named in honor of **Ward 5 Councilman Ricki Y. Barlow's** late mother, was held in February.

Located at 1327 H Street, this facility provides 39 one- and two-bedroom units in a three-story building. All utilities are included in the rent and amenities include community, theatre, computer and exercise rooms.

The **Neighborhood Development Division** of the city's Economic and Urban Development Department coordinated funding for this almost \$6.6 million project. For more information, visit the website **gpmglv.com**.

In other news, **Ward 1 City Councilwoman Lois Tarkanian** helped officials from **Advanced Health Care** and **The Boyer Company** break ground in February on a new 33,000-square-foot skilled nursing facility just south of MountainView Hospital on Tenaya Way.

The facility is expected to be completed in early 2014 and bring more than 90 new jobs to the city. The facility will provide 24-hour nursing care, as well as inpatient and outpatient rehabilitation services. Advanced Health Care operates a similar facility in Clark County.

Staff with the city's **Economic and Urban Development** Department assisted in guiding the project through the permitting and development process.

Las Vegas Redevelopment Agency

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www.lvrda.org • www.lasvegasnevada.gov/EUD • www.facebook.com/lvbusiness

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